



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

(A Stand-alone Business School)
Affiliated to Bharathiar University Coimbatore

DJAME Sphere

July 2021

A Bi-annual Newsletter

Volume 3 | Issue 2

Inside...

Faculty Column

Alumni Column

Student Column

Events at DJAME

AlumLaud

Duologue

Inauguration of ED Cell

Panel Discussion

Lol with LMW and UMP

Faculty In-Service program

CXO Connect

Corporate Connect

Academic Connect

E – Connect

Joint Events

Student Development

Student Development Program

Monday Musings @ CMA

Faculty Accomplishments

Programs attended

Presentations

Publications

Outreach

Management Development Centre (MDC)

DJAMELog

Placements 2021

Foreword

Dear Readers,

It gives us immense pleasure to meet you through the next edition of DJAME Sphere, a bi-annual Newsletter from the stable of DJ Academy for Managerial Excellence, an emerging School of Excellence in Management Education in this region.

Whilst the entire education sector has been confronting the challenges posed by the successive waves of Covid-19 through various strategic moves, we at DJAME, took it in our stride and strengthened the learning process in all possible ways. In fact, the interaction with the industry at DJAME has reached its peak during this odd time with more than 60 deliberations in the last one year with an average of one deliberation a week. The Dignitaries who interacted with our students include high level Executive from IMF and Corporate Leaders representing across the industries. DJAME thanks all those who made it possible during this unprecedented time at this juncture. With programs like Connect Series, Duologues, Alumlauds, AVANT 2021, Value Added Courses, Faculty In-Service Programs and so on, DJAME is becoming the most happening B-School in this part of the country.

In our endeavor to enhance the customer experience, DJ Academy for Managerial Excellence, Lakshmi Machine Works Limited and Universiti Malaysia Pahang represented by Faculty of Industrial Management have signed a tripartite Letter of Intent (LoI) recently. This will facilitate collaboration in Academics, Research & Development and Industry Partnership. Talks are at the conclusive stage for signing a Memorandum of Understanding (MoU) with a leading Business School in France. We are sure, with all these efforts, DJAME will be scaling new heights in Management Education in India.

Suggestions/Articles are most welcome from the readers. The suggestions/articles can be sent to stnambi@djacademy.ac.in / director@djacademy.ac.in.

With Best Wishes...

Wish you Happy Reading !

Dr S T Nambi

Dr A G V Narayanan

Editorial Team



DJAME works in tandem with industry through its association with **Lakshmi Machine Works Limited (LMW)**, Coimbatore. LMW and its related companies support DJAME through **Access to Industrial Expertise, Experiential Learning through Practising Managers and Value Added Programs** that enhance Student Employability Skills, and offer opportunities for Joint Research, and Consultancy Projects.

FACULTY COLUMN

Dr R Prabusankar
Professor, DJAME



Introduction

Almost all economies of the world went into depression starting from April-June quarter of 2020, due to the impact of COVID-19. Let us have a quick view of the way the Indian economy performed in the recent past. Mental accounting bias : This bias occurs when people treat money differently based on their sources and their mental accounts. They invest in various assets based on their mental accounts and so earn sub-optimal returns.

Average Annual growth rates – Post-reform era

Financial Year	Average Annual Growth Rate	Financial Year	Average Annual Growth Rate
1992 – 93 to 1999 – 00	6.4	2012 – 13 to 2013 – 14	5.9
2000 – 01 to 2002 – 03	4.2	2014 – 15 to 2018 – 19	7.4
2003 – 04 to 2011 – 12	8.2	2019 – 20	4.2

After the economic reforms, for the first time Indian economy witnessed a continuous growth, for a period of about 7 years from 1992 - 1993 to 1999 - 2000, with an average growth rate exceeding 6% per annum. After that, the economy went through ups and downs in terms of growth till 2018 - 2019. The growth rate showed decline from early 2019 and we ended up with a reduced growth rate of 4.4% in 2019 - 2020. When economists and politicians were debating on what went wrong; while the critics pointed out that there are structural defects that need to be corrected immediately to arrest further decline, those who supported the way the Government is handling the issues argued that there was no structural defects or deficiencies, but the fall is simply due to the cyclical effect and will take a reverse turn shortly. Amidst all these deliberations came COVID that shattered the economy of the country completely. Starting from the first quarter of 2020, the country is still reeling under the pressure of COVID and the economy has taken the biggest hit ever in the century. Now, the focus of economists and politicians has shifted from the structural/cyclical debate to the urgent need to undertake those measures that will infuse life into the falling economy so that normalcy could be restored.

Understanding the Supply / Demand Mechanism

National income, or output, or GDP (Y) consists of the following four components;

- Private consumption (C)
- Government consumption (G)
- Investment (I)
- Net export – given by the difference between exports (X) and import (M).

Thus, The GDP can be expressed as $Y = C + I + G + (X-M)$

The above equation represents the level of aggregate demand existing in the economy. When aggregate supply meets this aggregate demand (of goods and services), the economy is said to be in equilibrium. If the aggregate demand does not match the level of aggregate supply, it leads to excess supply; if so, the output adjusts, in the next time period,

REBUILDING INDIAN ECONOMY POST COVID-19

to match the level of aggregate demand. In other words, if current level of aggregate demand is inadequate to buy all goods and services produced in the economy, then producers will cut back their output (aggregate supply) to match the existing level of aggregate demand.

Consumption demand is the largest contributor to GDP, and its growth was already stagnating before the pandemic and it has drastically fallen after the pandemic.

A growth rate of investment demand has also followed the same trend as the consumption demand. Though the

Government consumption expenditure has risen slowly during this period, it is not in a position to make up for the slump in previous two components.

“Net exports” will not be able to revive the GDP in the short run, especially when the international trade is at stand still. Data in Table -1 shows that all the sectors of the economy showed a negative growth except for Agriculture, Forest and Fishing. The manufacturing sector showed a decline in Gross Value Added (GVA) of 13.8%, despite substantial growth in pharmaceutical sector, thanks to COVID.

TABLE 1: Share of sectoral GVAs in total GVA in Q1 (April- June) of 2019 - 20 and 2020 - 21 (at 2011 - 12 prices)

	2019 -20		2020 - 21		
GVA at basic prices from	Q1	Share in total GVA (%)	Q1	Share in total GVA (%)	20-21 Q1 growth direction
Agriculture, forestry & fishing	439842.6	13.3	454657.9	17.8	↑
Mining & Quarrying	92806.5	2.8	71208.9	2.8	↓
Manufacturing	578936.5	17.5	351395.6	13.8	↓
Electricity gas, water supply & other utility service	81627.9	2.5	75876.7	3.0	↓
Construction	262827.8	7.9	1304749.6	5.1	↓
Trade, hotels, transport, communication and service related to broadcasting	6380860.5	19.1	334284.4	13.1	↓
Financial, real estate & professional service	803322.2	24.3	760490.9	29.8	↓
Public administration, defence & other service	417483.0	12.6	374656.2	14.7	↓
GVA at Basic price	3307707	100.0	2553320	100.0	↓

* Absolute GVA figures are in Rs. Crore

Data Source: Ministry of Statistics and Programme Implementation (MoSPI)

Suggested Measures

Thus there is an urgent need to improve the demand for consumption. The only way to boost consumption demand is through fiscal policy intervention, as we have seen in various points of the economic history of troubled economies. Keeping in view the above facts, the measures suggested to revive the post COVID economy of India are as below:

- Subsidise food grain distribution through PDS, substantially, at least for six to nine months. This will leave the household with some money to spend on other consumption goods. It is fortunate that the country has sufficient stock to handle this situation.
- Ensure employment to the unemployed rural population through appropriate infrastructure building activities; extend this scheme to the urban migrant workers who have lost their jobs.

- Effect direct cash transfer to those affected most.
- Increase public investment in social and physical infrastructure.
- Provide input tax relief to the manufacturing sector (other than Pharmaceutical sector). This will be quick measure to encourage production, rather than offering corporate tax concessions.

The above five are time tested measures to lift an economy from depression and it is high time the Government arrived at policy initiatives on the above five fronts, in consultation with the renowned economists of the country and implement them quickly in order to overcome the crisis.

ALUMNI COLUMN

Mr Murugesapandi KS

Alumni (2006-08 Batch)

Product Portfolio Consultant-MR

Siemens Healthineers

Business-South & West India, SriLanka and Maldives



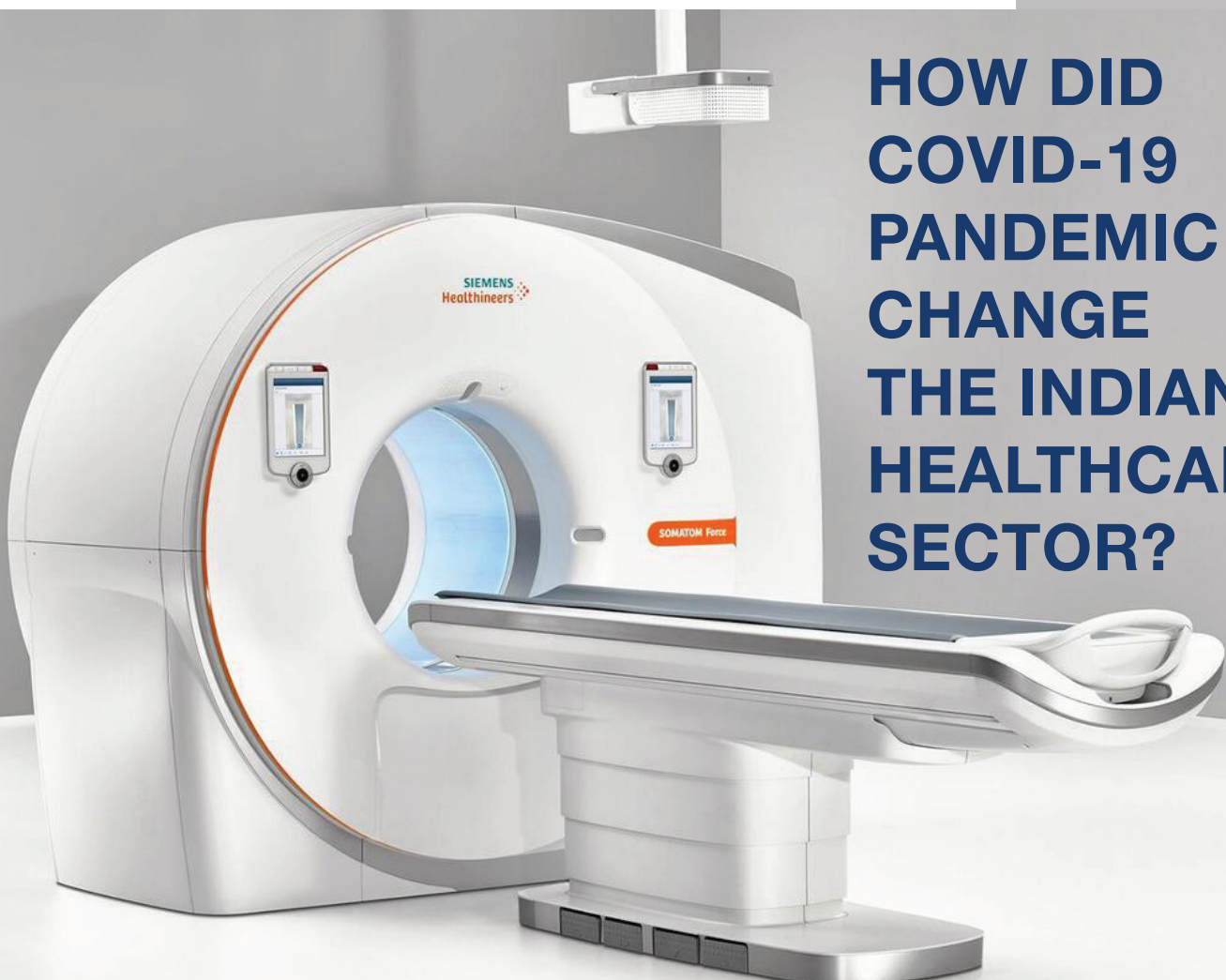
Introduction

India is one of the countries with lowest spends in healthcare sector. In 2018-19, India's spending on health sector was 1.5% of GDP. This has been increasing year on year but does not meet the requirements of 1.36 billion people. With 8.5 hospital beds per 10,000 citizens and eight physicians per 10,000, the country's healthcare sector continuous to choke in handling emergency situations and this was clear during this pandemic.

However, this pandemic has come as a blessing in disguise. India had 16% of Covid cases that was officially reported across the globe. In beginning of the pandemic, many parts of the country never had even the sufficient pathology labs to handle the pandemic situation. Today the pandemic has improved India's health infrastructure by pushing both the government and private sector to incur unplanned expenditure on covid-19-related services. The central government has spent more than ₹ 300 crore only on hospital equipment. Adding to this, private hospitals/ diagnostic centers are investing in large volumes of essential medical supplies, Imaging & pathology equipments and restructured hospital infrastructure.

Being from a MedTech company, let me focus on the diagnostic medical equipment like CT Scanner that had a huge impact and role during this COVID-19 pandemic. There have been scenarios, where patient had all symptoms regarding Covid however RTPCR was tested negative and CT scan has helped to confirm the positive clinical condition. So CT scanner was continuously used by Medical practitioners in both wave 1 and 2 predominantly.

HOW DID COVID-19 PANDEMIC CHANGE THE INDIAN HEALTHCARE SECTOR?



A decade back, people used to travel more than 50+kms for performing a scan CT machine. This has been the scenario even till today in many of the Tier 3 and Tier 4 cities in India. Diagnostic imaging plays a vital role in understanding the abnormalities at the initial stages. CT is the major imaging modality for trauma cases. The first 60 minutes after traumatic injury is termed as "golden hour." If the patients are not examined on time, complete prognosis fails. In India alone, it is estimated that one million people die and 20 million are hospitalized every year due to trauma. Inaccessibility of CT Scanners was also a partial reason for deaths many a times.

But this pandemic has changed the scenario completely. India now has more number of CT Scanners to handle pandemic and this is going to be useful for people even after the pandemic. This will majorly be useful for trauma cases and handling communicable diseases. Let me share an interesting figure on CT market in India. Usually, CT Market size in unit numbers is approximately around 650 to 730 scanners per year in FY18, 19 and 20. But the FY 21 numbers are expected to be around 1050. This means there is an overall surge of around 62% in the CT installations across country compared to average numbers every Financial Year.

During his interview with Business Standard, Dr Shравan Subramanyam, Managing director, Wipro GE Healthcare, South Asia quotes that "Of the new CT installations (16-slice CT is used mainly for Covid-19 management), 60-70 per cent are in new sites where CT services did not exist. We are also seeing increasing demand from Tier II towns." Important message to be extracted from this statement is that healthcare accessibility has come to many small towns and cities where having this facility was a challenge prior to this pandemic.

This sudden rise in the demand has also helped government to generate more revenue in form of taxes and to promote

their "Make in India" concept. During an interview with Business Standard Mr Vivek Kanade – Managing Director – Siemens Healthcare Pvt. Ltd. quoted that "Siemens Healthineers has sold 80-100 such machines in the last 45 days and he also added that the firm expects a 30-40 per cent jump in demand. The firm is also prepared for that by actively engaging with suppliers". Almost all the key players like Siemens Healthineers, Wipro GE Healthcare, and Philips Healthcare have their manufacturing facility of value segment CT scanners in India. The overall demand of CT scanners for India has been met by local manufacturing facility and this has improved the overall manufacturing ecosystem since the suppliers of these companies will also be benefited. This sudden surge in the requirement has also created lot of job opportunities to meet the manufacturing demand.

My final comments would be that the exponential growth in the installation of CT Scanners has benefited in three crucial ways. Those are,

1. Pandemic has given accessibility to majority of the population that never had an access to it earlier. People travelling 50+kms for a CT scan are now going to be benefited by having local access.
2. Diagnostic imaging is a key and initial step to improve the prognosis of the patients. CT Scanners are going to be crucial in providing a better clinical excellence.
3. There would be huge improvement in the healthcare manufacturing ecosystem. Earlier India was importing around 80% of its medical devices. With this strong healthcare manufacturing eco system, we can now expect the import to reduce in the near future.

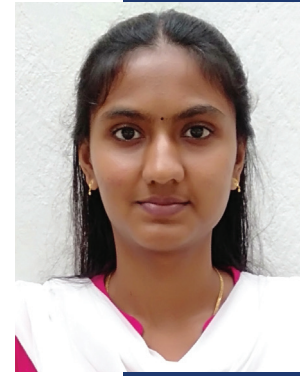
Business Quotient 6

(Refer Page 14 for answers)

1. Who is the Chairman of the 15th Finance Commission?
2. Bonds that are used to finance new and existing projects that offer climate change and environmental benefits are called _____
3. The excess of total expenditure of Government over its total receipts, excluding borrowings, is known as _____
4. The increase in private investment spending induced by the increase in Government spending is known as _____
5. Who publishes the Economic Survey of India?
6. Who has been appointed as the 1st Chairman of the International Financial services Centre Authority for a 3-year term?
7. Golden Revolution is related to _____
8. The Travel and Tourism Competitive Index (TTCI) is released by-----

STUDENT COLUMN

Ms G Sindura
I MBA, DJAME



COVID-19 is a 'Crisis within a crisis' for homeless people. For the past few months, we are bombarded with articles that speak about pandemic – 'doom and gloom' stories. Among those were the stories of daily wage earners.

Unorganised sector in India makes up approximately 93% of the country's total workforce. The daily wage earners of unorganized sector are being extremely distressed due to COVID. The earnings of daily wage workers are based on actual working days. The National Level Minimum wage in India is around Rs.176 per day which works out to Rs.4576 per month. Offering wages below minimum wage level is abandoned by law.

The year long pandemic and economic disruption have hit daily wage earners hard in India. Rising hunger stares rural India in the phase of second wave of Covid. And they don't have the option of work from home, only if they step out of their home they can feed themselves and their family. Along with the news of fatalities, we witness visuals of hunger and poverty. It is hard for most of the daily wage workers to get their meals atleast twice a day.

LIVELIHOOD OF DAILY WAGE EARNERS – COVID-19



Many of the daily wage earners are those who have migrated from one state to another. They don't have their own houses. They cross each and every day with their daily earnings. Amid lockdown, some left home on foot with no means of transport available. According to them, it is better to die in their native state due to virus than starve because of no food and work. India was ranked 102 out of 117 countries in the Global Hunger Index (GHI). It's not just migrant workers who have found their means of livelihoods suddenly vanishing, poor people in country's villages are also struggling hard to survive.

They are not able to support their children in continuing their education, not able to pay off their loans as there was no source of income to them. They are struggling to spend on their children's health incase they fall ill.

It is stated that nearly 198 migrant workers died due to lockdown, with reasons as road accidents. We also heard the news of migrants sleeping on railway tracks died after freight ran over them. And many other painful incidents reached to our ears. Some people regretted that whenever they begged for money or support, they received police sticks and body blows. As we know "Pessimism makes better copy than optimism", many policemen across India lended their hands to beggars, homeless people by providing them with food and shelter.

The government is coming out with various measures to alleviate people's misery but we are not sure how far it will help people suffering from starvation immediately. Eventhough government came forward to help them with

ration system, the ration system failed to be effective as it was area specific. A survey published by "The Hindu" states that 96% migrant workers did not get rations from the government. Government should look over whether the measures announced were efficiently reaching the public. Many other individuals and NGOs actively involved themselves in lending food and basic necessities to help homeless and daily wage earners. We individuals, should serve people with humanity, as far as we can.

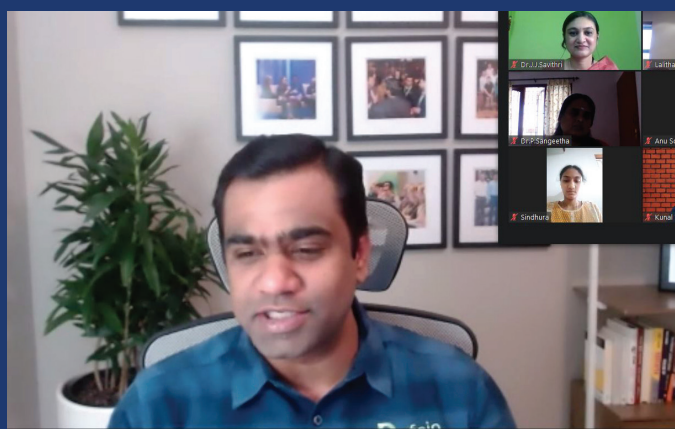
How can we sort these problems?

Government should ensure minimum food supply to all those homeless and daily wage earners with the help of officials, NGOs and social workers. Government should allot fixed wages to temporary workers (for those below the poverty line) at the time of natural disasters or any pandemic situation. And they should allot certain places (permanently) at each and every city for residing of homeless at difficult scenarios. On the other hand, they should help their children with education by providing them with educational gadgets. Government can help people especially daily wage earners with further extension of loan repayment period. They should control the increase in price of basic essentials like groceries etc.. They should foresee whether the measures announced were successfully implemented by officials. Eradicating poverty on a whole is not possible suddenly. It's a long term objective which needs cooperation of each and everyone in the country.



Events at DJAME

AlumLaud



22nd January 2021

AlumLaud – Distinguished Alumni Felicitation for Mr Ganesh Shankar, CEO & Co-Founder, RFPIO Inc., USA by Sri Sanjay Jayavarthanavelu, CMD, Lakshmi Machine Works, Coimbatore.

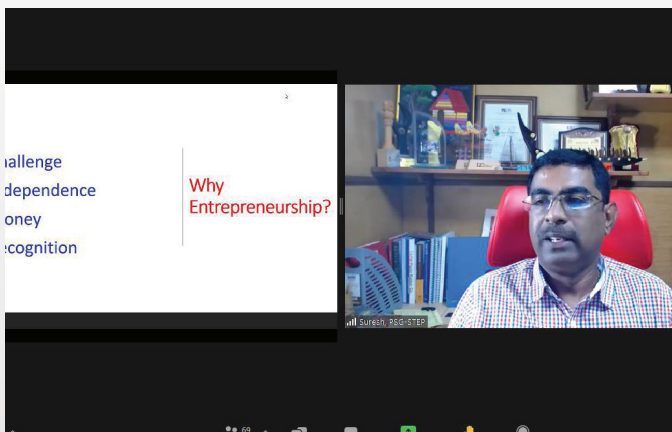
Duologue



13th March 2021

Duologue (A dialogue with Corporate leaders) – Dr Ambi M G Parameswaran, Brand Strategist / Coach, Founder -Brand-Building.com, Mumbai, conversed with Dr ST Nambi, Professor, DJAME.

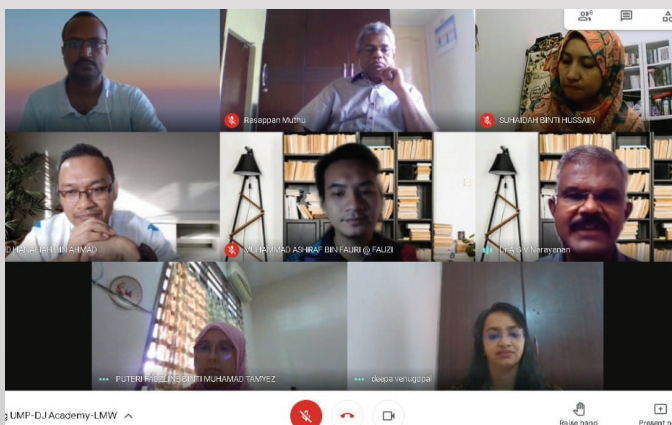
Inauguration of Entrepreneurship Development Cell



12th April 2021

Inauguration of Entrepreneurship Development Cell (EDC) – “ABCs of Entrepreneurship” – Dr K Suresh Kumar, Executive Director, PSG-STEP, Coimbatore.

Lol with LMW and UMP



3rd June 2021

DJ Academy for Managerial Excellence, Lakshmi Machine Works Limited and Universiti Malaysia Pahang (UMP) represented by Faculty of Industrial Management have signed a Letter of Intent (LoI) to collaborate in Academics, Research & Development and Industry Partnership. The first meeting among the high level officials of three entities was held to arrive at the areas of collaboration and the timeline for the identified programs to be carried out in the academic year 2021-22.

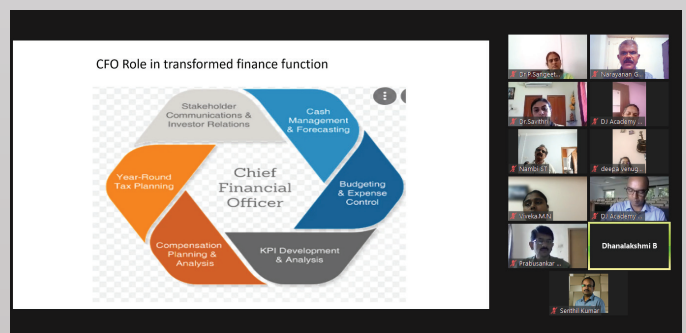
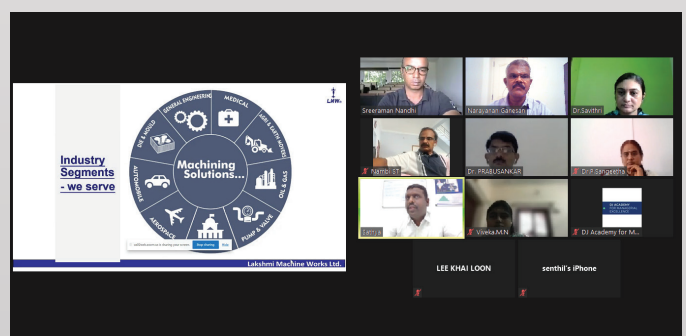
Panel Discussion



26th May 2021

Panel Discussion – Challenges and Opportunities for Star-ups Post COVID-19 – Mr Bhavesh Kothari, Co-Founder & Director, Billennium Divas Pvt. Ltd., Mumbai, Ms Deepa Muthukumarasamy, Founder and CEO, Some More Foods Pvt. Ltd., Avinashi, Mr S Shameer, Founder, By The Startups (BTS) & IT Projects Media, Coimbatore, Ms K Dwitheeya Kubedas, First Year MBA @ DJAME (Moderator)

Faculty In-Service Program

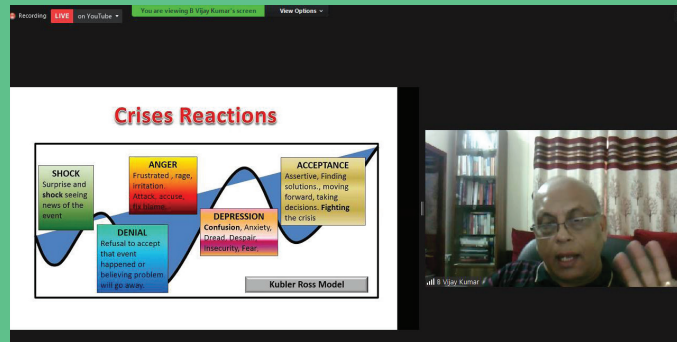


25th June 2021 to 8th July 2021

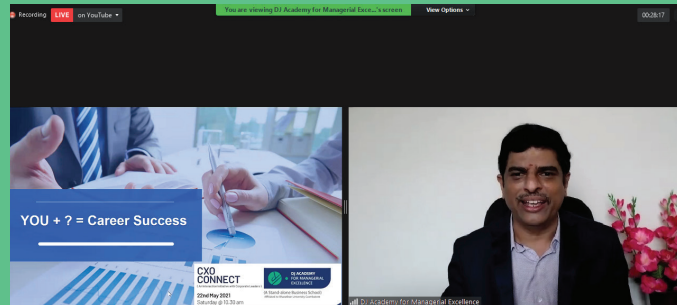
11 day Faculty In-Service Program (FIP) – conducted by Lakshmi Machine Works (LMW) exclusively for the Faculty of Industrial Management, Universiti Malaysia Pahang(UMP) and the faculty members of DJ Academy for Managerial Excellence, Coimbatore.

CXO Connect

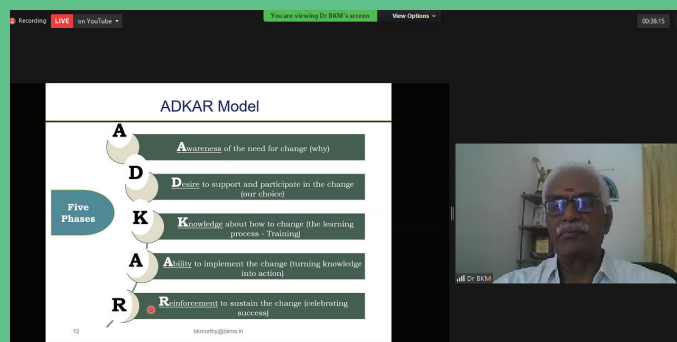
CXO Connect is DJAME's Interaction Initiative to provide our students a forum to deliberate with the top brass of the corporate houses like CEO, CTO, CFO, and CMO. Following CXOs interacted with our students.



10th April 2021 - CXO Connect - "Crisis Communication" - Sri B Vijay Kumar, Management Consultant & Certified Independent Director, Former Chairman & Managing Director, TOTAL Oil India.



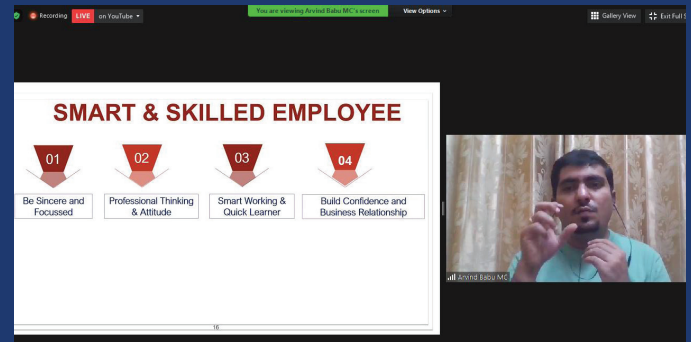
22nd May 2021 - CXO Connect - "You + ? = Career Success" - Mr U Rajinikanth, Chief Learning Officer, Adventz Group - Agri Business, Bengaluru.



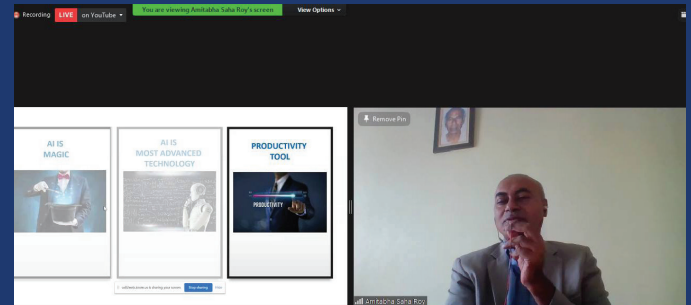
5th June 2021 - CXO Connect - "Identifying and Managing Change" - Dr B Krishnamurthy, Founder & CEO, Best Known Methods and Solutions Pvt. Ltd., Coimbatore.

Corporate Connect

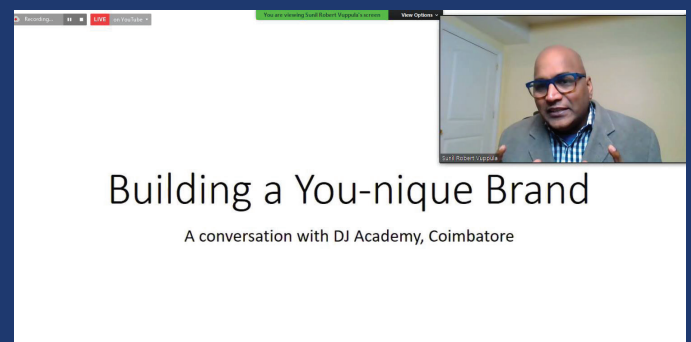
Corporate Connect is DJAME's Interaction Initiative to provide students a forum to deliberate with the practicing Managers from diverse functional areas of business. Following Corporate Managers interacted with our students.



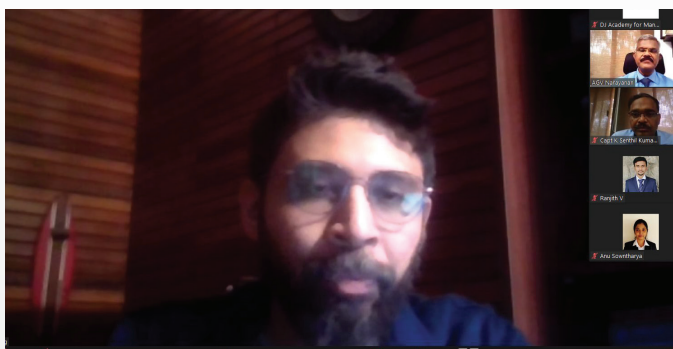
2nd January 2021 - Connect Corporate - "Excelling First MBA Job - Graduate to Employee Transformation" - Mr M C Arvind Babu, Associate Consultant, Capgemini, Chennai



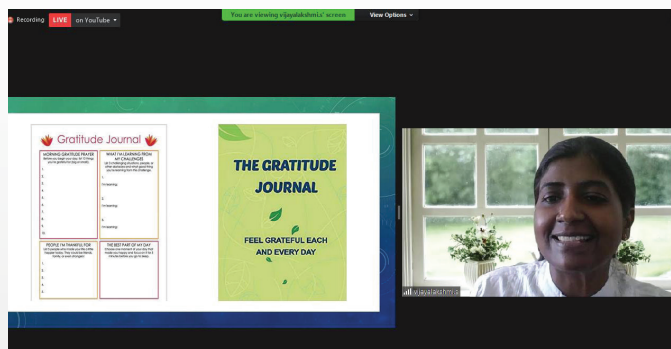
30th January 2021 - Corporate Connect - "AI driven Enterprise Growth" - Mr Amitabha Saha Roy, Global Practice Head - Sales and Marketing, Consumer Goods Industry, Tata Consultancy Services, Bengaluru.



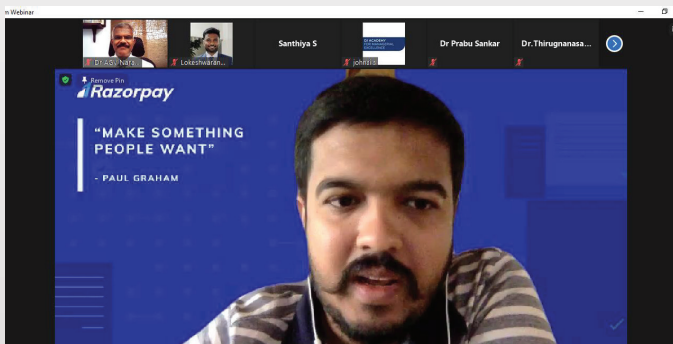
13th February 2021 - Corporate Connect - "Personal Branding in a YOUUnique manner" - Mr Sunil Robert, Author and Leadership Coach, Dy. Head of Marketing - Products & Platforms, Tata Consultancy Services, California, US.



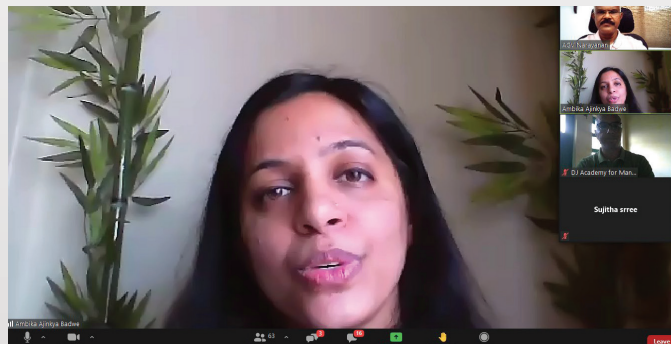
27th February 2021 - Corporate Connect – “Zillennials: Glimpse of Future Workforce” – Mr Chirag Suchak, People Business Partner, Anheuser-Busch Inbev, Bengaluru.



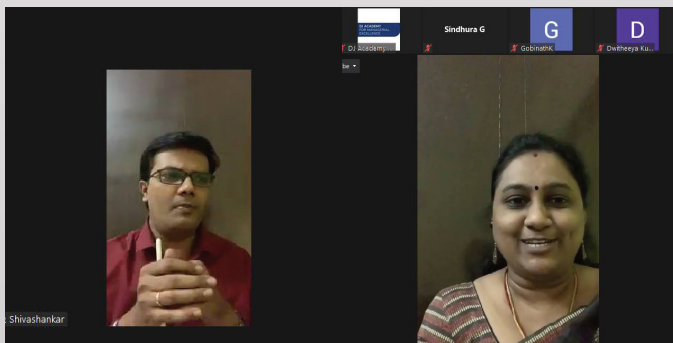
20th March 2021 - Corporate Connect – “Life Enrichment” – Ms Vijayalakshmi Subramaniam, Associate Vice President-HR, Payoda Technologies Pvt. Ltd., Coimbatore.



27th March 2021 - Corporate Connect – “5 Mistakes that could kill a Brand” – Mr G Sivaram, Associate Director – Brand Marketing, Razorpay, Bengaluru.



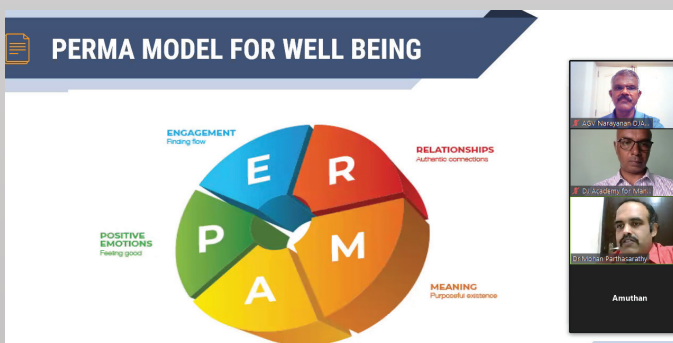
3rd April 2021 - Corporate Connect – “Career Connect” – Ms Ambika Ajinkya Badwe, HR Business Partner, Thermax Limited, Pune.



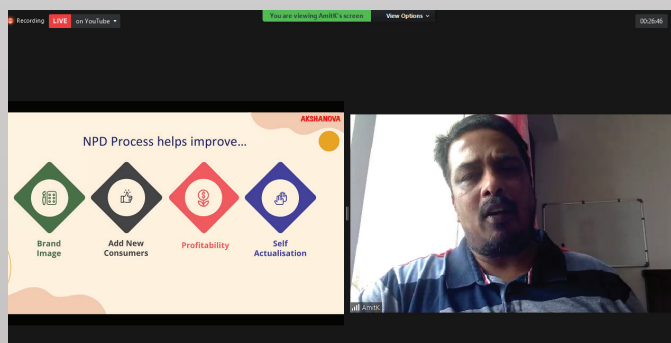
17th April 2021 - Career Connect – “Civil services as a career option” – Mr K Shivashankar, Head (Marketing) & Faculty, Ms Rajitha Shivashankar, Faculty – Sociology Optional & General Studies, Shankar IAS Academy, Chennai.



24th April 2021 - Corporate Connect – “Changing Leadership Competencies for the Post – Pandemic World in BFSI Sector” – Dr N Krishna Kumar, Dean, State Bank Institute of Leadership (SBIL), Kolkata.



12th June 2021 - Corporate Connect – “Positive Psychology and its significance in Covid Era” – Dr Mohan Parthasarathy, Dy. General Manager - HR, Shriram City Union Finance Ltd., Chennai.



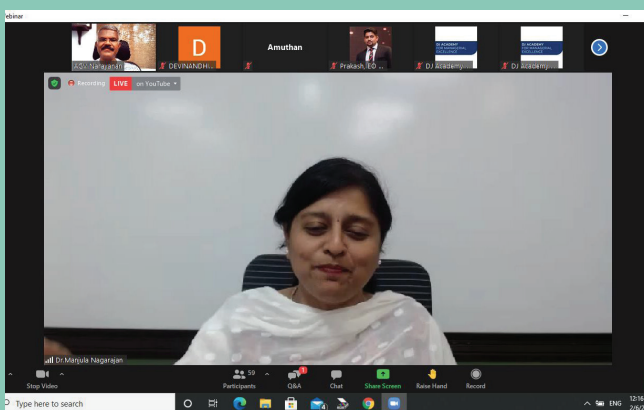
23rd June 2021 - Corporate Connect – “New Product Development in FMCG Industry” – Mr Amit Kumar, Founder AKSHANOVA, Former DGM-Corporate Marketing, Mother Dairy Fruit & Vegetable Pvt. Ltd., Noida.

Academic CONNECT

Academic Connect is DJAME's Interaction Initiative to provide our students a forum to deliberate with the leading academicians from B - Schools in India and abroad. Following eminent academicians interacted with our students



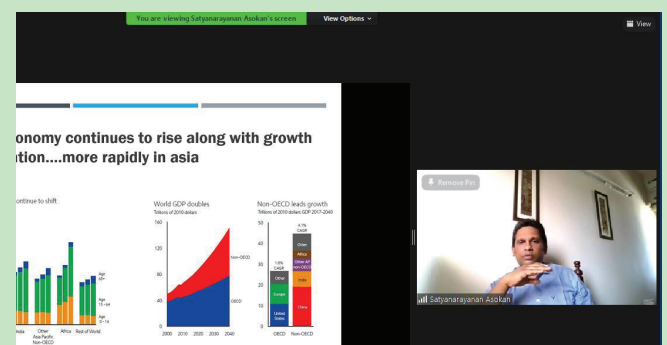
9th January 2021 - Academic Connect – “Media Business Redefined in 2021” – Dr Manjula Srinivas, Head - Dept. of Mass Media, KC College, Mumbai.



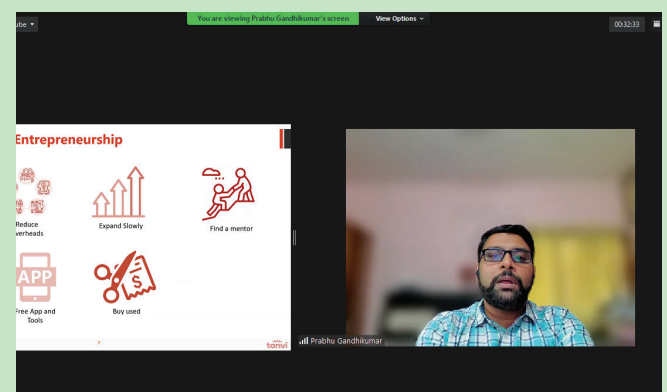
06th February 2021 - Academic Connect – “Impact of Big Data in Retail Management” – Dr Manjula Nagarajan, Associate Professor-Marketing, Thiagarajar School of Management, Madurai.

eConnect

E - Connect is DJAME's Interaction Initiative to instil entrepreneurial spirit among our students by providing a forum to successful entrepreneurs to share their start-up stories. Following entrepreneurs interacted with our students.

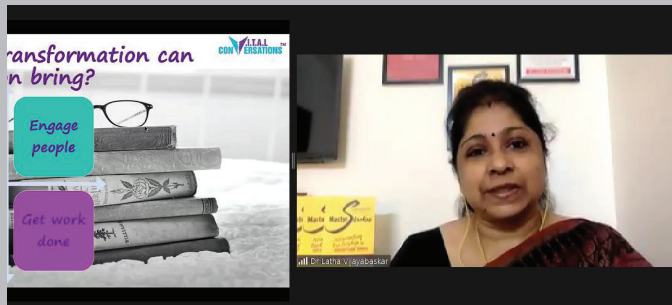


20th February 2021 - E - Connect – “Energy Transition in India & Opportunities for Entrepreneurship” – Mr Satyanarayanan Asokan, Founder, Ngaz Energy, Goa.

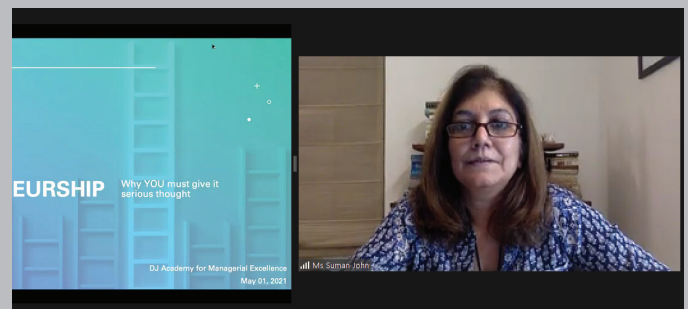


16th June 2021 - E - Connect – “Ideation and sustainability in Entrepreneurship” – Mr Prabhu Gandhikumar, Founder and Managing Director, TABP Snacks & Beverages, Coimbatore.

Joint Events



5th March 2021 - DJAME – NIPM Joint Event – “Conversations that catalyze transformations” – Dr Latha Vijayabaskar, Founder and Leadership Coach, V.I.T.A.L Conversations, Chennai.

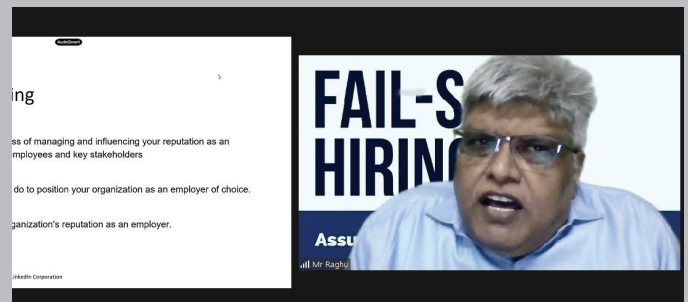


1st May 2021 - DJAME-TiE Joint Event – “Social Entrepreneurship” – Ms Suman John, CEO & Managing Director, Diya Innovations Private Limited (Employment for the differently abled), Bengaluru.

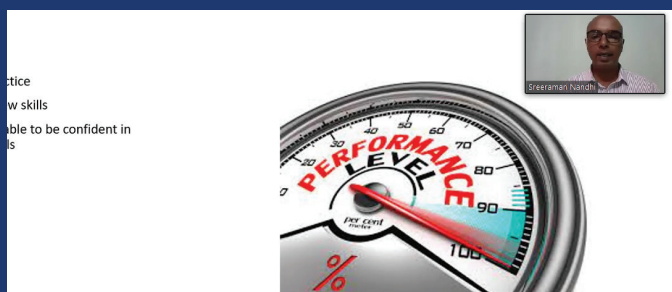
Student Development



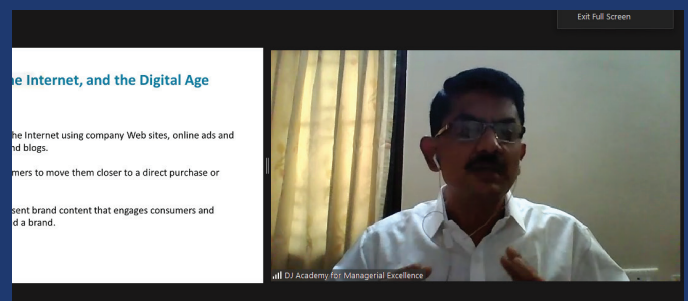
19th March 2021 - Student Development Program – “Factories of the Future beyond 2020: Opportunities & Challenges” – Dr P Sangeetha, Associate Professor, DJ Academy for Managerial Excellence, Coimbatore.



7th May 2021 - DJAME – NIPM Joint Event – “Employer Branding through LinkedIn” – Mr Raghunath Ramaswamy, The Recruiter's Friend, Philosopher & Guide, Fail-Safe Hiring, Chennai.



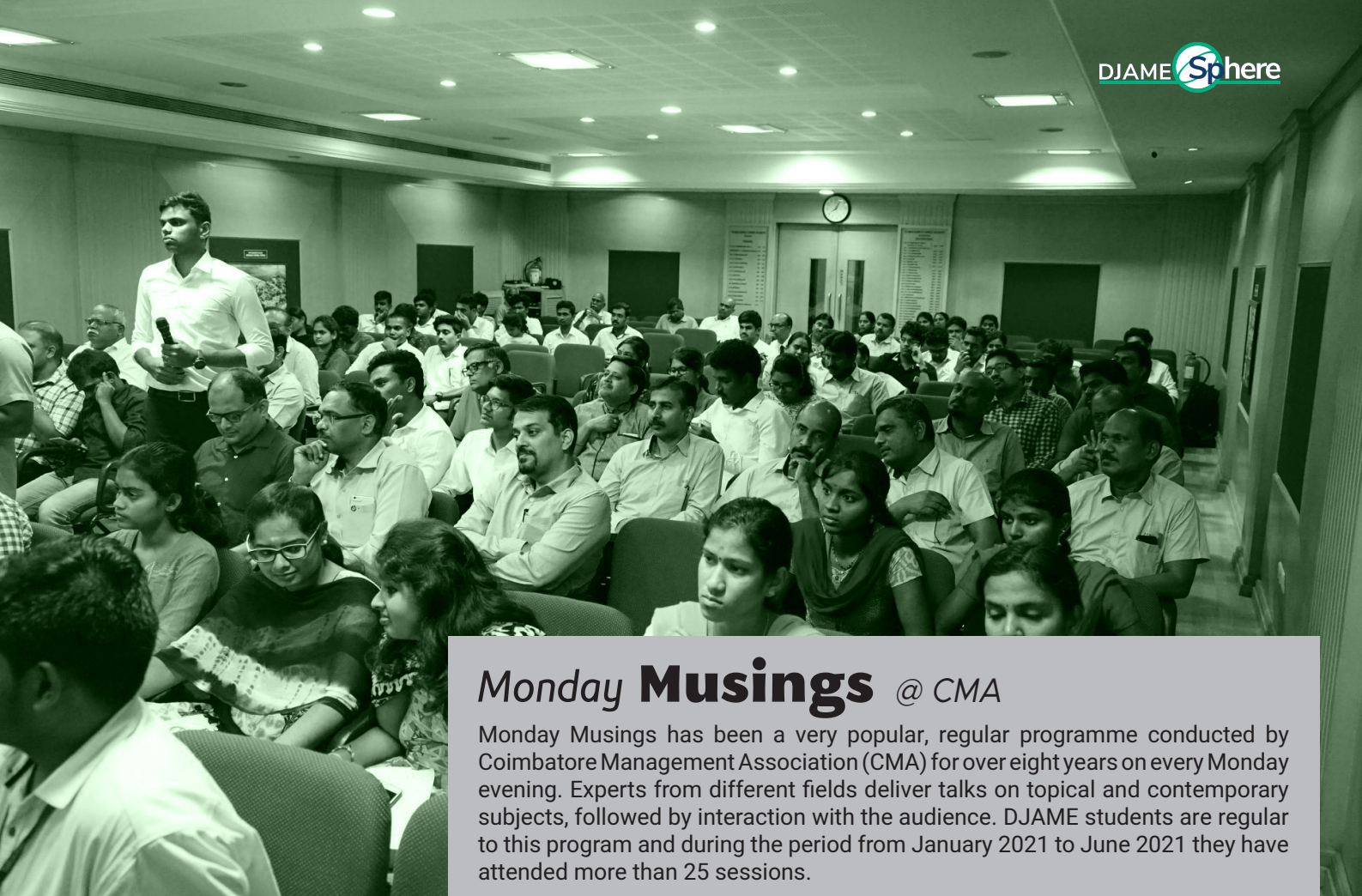
11th June 2021 - Student Development Program – “Art of Selling” – Mr Sreeraman Nandhi, Assistant Professor in Marketing, DJ Academy for Managerial Excellence, Coimbatore.



15th May 2021 - Student Development Program – “Fundamentals of Digital Marketing” – Dr R Prabusankar, Professor in Marketing & Operations, DJ Academy for Managerial Excellence, Coimbatore.



15th June 2021 - DJAME – National Digital Library of India Club Joint Event – “How to access and use National Digital Library of India” – Mr J Arumugam, Librarian, PSG College of Technology, Coimbatore.



Monday Musings @ CMA

Monday Musings has been a very popular, regular programme conducted by Coimbatore Management Association (CMA) for over eight years on every Monday evening. Experts from different fields deliver talks on topical and contemporary subjects, followed by interaction with the audience. DJAME students are regular to this program and during the period from January 2021 to June 2021 they have attended more than 25 sessions.

Faculty Accomplishments

- Dr ST Nambi attended a 30 days online Training Programme on "Introduction to Industry 4.0" organized by Bharathiar University, Coimbatore from 23rd Dec 2020 to 10th Feb 2021.
- Dr J J Savithri attended Online Training on "The Sexual Harassment of Women at Workplace (Prevention, Prohibition & Redressal) Act", 2013 conducted by IITD on 8th Mar 2021.
- Prof M N Viveka attended 5 day online "FDP – Inculcating Universal human values in Technical Education" conducted by AICTE between 08th Mar 2021 – 12th Mar 2021.
- Dr P Sangeetha attended online event on "Curtain Raising of Approval Process 2021-22" on 10th Mar 2021.
- Dr J J Savithri and Dr R Prabusankar attended a FDP on "Obtaining Accreditation for B Schools" organized by XIME, Chennai between 15th Mar 2021-18th Mar 2021.
- Dr P Sangeetha attended online interactive session on "DSC registration on AICTE Portal & Changes in APH" on 19th Mar 2021.
- Prof Sreeraman Nandhi attended 7 Monday Musings conducted by CMA from 18th Mar 2021 – 28th Mar 2021.
- Dr R Prabusankar participated in AICTE- ISTE Sponsored Refresher FDP on "Nurturing Digital Marketing Skills" conducted by Sri Ramakrishna Engineering College, Coimbatore from 21st April to 27th April 2021.
- Dr R Prabusankar attended a Marketing webinar on "Impact of Covid 19 on Marketing Practices in Global Level" on 13th May 2021 organised by KSR School of Management.
- Dr R Prabusankar participated in XVII International Conference on "Management Strategies, Retrieval, and Resilience & Remodelling in a Post COVID World" conducted by Department of Management Studies, JIMS, VasantKunj, New Delhi on 22nd May 2021.
- Dr P Sangeetha attended a webinar on "Smart Manufacturing for the manufacturing industries" organized by GKDITR on May 28 2021.
- Dr R Prabusankar participated in ET Retail-Tech Summit on 4th June 2021 organised by Economic Times.
- Dr R Prabusankar attended an Online Faculty Development Program under AICTE Training & Learning Program Academy (Atal Academy) "Bridging The Gap Between Academia

and Industry through Advanced Pedagogical Techniques” from 8th June 2021 – 12th June 2021, organized by Jain (Deemed-To-Be University) - Centre For Management Studies, Bengaluru.

- Dr Deepa Venugopal attended a Web seminar – Interaction with Chief Coordinating Officer, AICTE regarding training by Tableau in association with NEAT Cell on 16th June 2021.
- Dr S T Nambi attended a Web seminar- Interaction with Chief Coordinating Officer, AICTE regarding training by Tableau in association with NEAT Cell on 16th June 2021.
- Dr R Prabusankar attended an Online Faculty Development Program Under AICTE Training & Learning Program Academy (Atal Academy on “Achieving Operational Excellence by Digital Transformation of Supply Chain” from 21st – 25th June 2021, organized by Department of Industrial Engineering and Management, RV College of Engineering®, Bengaluru.

PUBLICATIONS

- Prof MN Viveka published a case titled “ZChem Specialties: Positioning Indian Brand in Global markets” in AIMS Journal of Management Vol. 6, No. 2, January 2021 ISSN 2395-6852.
- Dr R Prabusankar published a paper titled “A Study on Impact of Covid-19 on Micro, Small and Medium Enterprises (MSME)” in Coimbatore District in Wesleyan Journal of Research, Vol 13 No 58 (January 2021), (Group-I, UGC care Journal).
- Dr J J Savithri published a Book Review on, “Lean In - Women, Work, and the Will to Lead by Sheryl Sandberg with Nell Scovell”, SDMIMD Journal of Management, Vol 12, Issue 1, March 2021 (Print ISSN: 0976-0652 | Online ISSN: 2320-7906).

PRESENTATIONS

- Dr J J Savithri presented a paper titled, “Green HRM Practices in organizations-A Conceptual Review” in the International Conference on Digital and Data-Driven Decisions, organized by Dayananda Sagar University, Bengaluru on 17th Feb 2021 & 18th Feb 2021.
- Prof S Johnsi Presented a paper titled “Financial Inclusion in India” - a case study in the 3rd International Conference on Challenges in Emerging Economies at K. J. Somaiya Institute of Management, Mumbai on 26th Feb 2021.
- Dr J J Savithri presented a paper titled, “Mediating role of Employee Engagement on the relationship between Polychronicity and Performance among women working from home”, along with Ms Asha, II MBA in the International Virtual Seminar entitled “Re-imaging Women Leaders – Global Perspective” organized by PSGR Krishnammal College for Women, Coimbatore on 10th Mar 2021.
- Dr J J Savithri presented a paper titled, “Role of Green HRM Practices in Advocating Pro-environmental Behaviour among employees” in the International Conference Fusion 2021, organized by IFIM, Bengaluru on 19th Mar 2021.
- Dr J J Savithri presented a paper titled, “Effect of Organizational Commitment on Job Satisfaction, Job Crafting and Work Engagement- A Study among Faculty Members” in the International Conference Fusion 2021, organized by IFIM, Bengaluru on 19th Mar 2021.
- Dr P Sangeetha presented the case titled “Bad Bank is it a good idea?” in the AIMA ICRC Case Writing Conference and Competition, 2021 held on 30th -31st Mar 2021.
- Prof S Johnsi presented a case titled “Bad Bank is it a good idea?” in the AIMA ICRC Case Writing Conference and Competition, 2021 held on 30-31 Mar 2021.



Business Quotient 6 Answers

1. Nanada Kishore Singh
2. Green Bond
3. Fiscal Deficit
4. Crowding in
5. Ministry of Finance
6. Injethi Srinivas
7. Pulses
8. World Economic Forum

FACULTY OUTREACH

- Dr A G V Narayanan delivered a motivational speech on "Get Hired through Campus Placement" for K.S.R. Women's College, Thiruchengodu on 10th Jan 2021.
- Prof Sreeraman Nandhi delivered a lecture on "Start Up - Journey for Entrepreneurs" for PA College of Engineering & Technology on 20th Jan 2021.
- Prof Sreeraman Nandhi delivered lecture on "Soft Skill Development Information Seeking" organized by – Hindusthan Institute of Technology on 08th Feb 2021.
- Prof Sreeraman Nandhi delivered a lecture on "Developing Entrepreneurial Competencies" organized by – Hindusthan Institute of Technology on 12th Feb 2021.
- Dr S T Nambi acted as an External Examiner for Online MBA Project Viva-Voce for PSGIM on 05th Mar 2021.
- Prof Sreeraman Nandhi acted as External Examiner for Online MBA Project Viva-Voce for PSGIM on 05th Mar 2021.
- Dr P Sangeetha acted as a Resource Person for SDP on "Factories of the Future beyond 2020: Opportunities and Challenges" on 19th Mar 2021.
- Dr R Prabusankar acted as a Resource Person for the Student Development Programme on "Fundamentals of Digital Marketing" on 15th May 2021.
- Prof Sreeraman Nandhi acted as a Resource Person for the ICSSR Sponsored National Online Seminar on 'Mental health and Psychosocial Aspects of COVID Outbreak' on 21st April 2021.
- Prof Sreeraman Nandhi acted as a Resource Person for the Student Development Programme by DJAME on "Art of Selling" on 11th June 2021.
- Prof Sreeraman Nandhi acted as a Moderator for "Malaysia Medical Expo" on Advances in Pharmaceuticals & Neutraceuticals on 30th June 2021.

MANAGEMENT DEVELOPMENT CENTRE (MDC)



Management Development Centre at DJAME strives to facilitate the learning process for Executives through Management Development Programmes which will be of a short duration and offered on campus. The programmes would be delivered by faculty members of the Institute as well as experienced external resource persons. Few of the Management Development Programmes organised by MDC of DJAME during January 2021 – June 2021.

Organised a Management Development Program on "Strategic Leadership Development", a certification program for Lakshmi Machine Works, Coimbatore. It was conducted over a period of three months from November 2020 -January 2021.

DJAMELog

Focus	Dr ST Nambi
Crypto currency in India: The past, present and the uncertain future	Dr R Prabusankar
IDENTIFYING THE EMERGING DILEMMA	Prof N Sreeraman Nandhi
Covid, Masked weddings & Wedding Industry	Prof M N Viveka
Role of DARK FACTORIES for a Brighter Future	Dr P Sangeetha
BUDGETING THROUGH THE TOUGH TIMES	Dr S Johnsi
Visit https://djamelog.blogspot.com	

Placements 2021

DJAME has been so consistent in offering enviable placements to the students year after year. An outlook on Placements 2021 has been given below.



64

Total number of offers

9

Number of students with one offer

17

Number of students with two offers

7

Number of students with three offers

7

Lac per annum Highest Package

4.13

Lac per annum Average Package



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

(A Stand-alone Business School)

Affiliated to Bharathiar University Coimbatore

Coimbatore – Pollachi Highway, Othakkalmandapam (Post), Coimbatore - 641 032, Tamil Nadu, INDIA.

T : 0422 6611715 | w : djacademy.ac.in